DESIGN CLUB

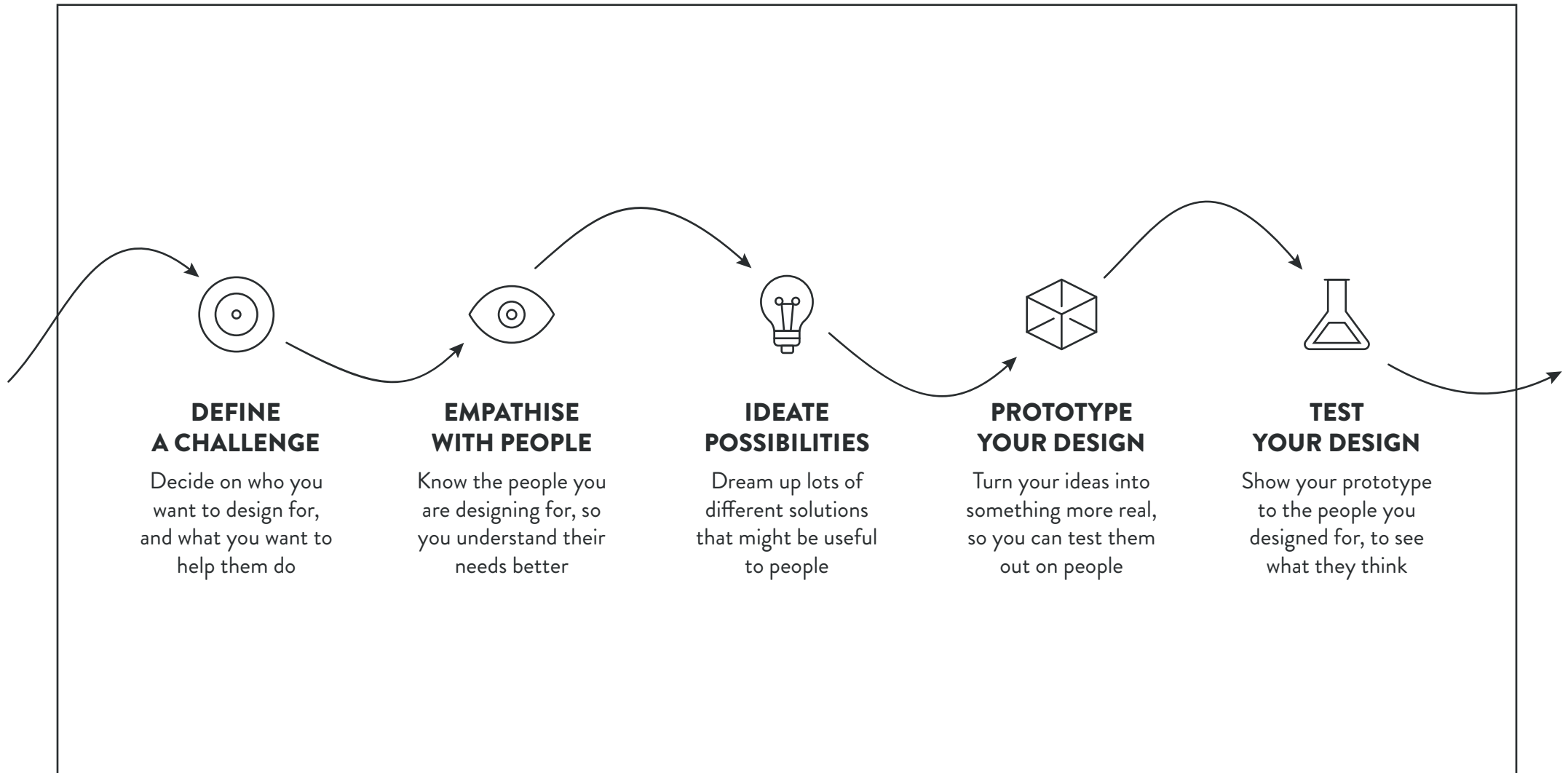## Design a helpful mobile app

_____

Designer:

_____

Date:

_____

www.designclub.org.uk

Understand the design process

**DEFINE
A CHALLENGE**

Decide on who you
want to design for,
and what you want to
help them do

**EMPATHISE
WITH PEOPLE**

Know the people you
are designing for, so
you understand their
needs better

**IDEATE
POSSIBILITIES**

Dream up lots of
different solutions
that might be useful
to people

**PROTOTYPE
YOUR DESIGN**

Turn your ideas into
something more real,
so you can test them
out on people

**TEST
YOUR DESIGN**

Show your prototype
to the people you
designed for, to see
what they think

To design something useful, we follow a Design Thinking process. This is a series
of phases, with each phase getting you closer to designing a suitable solution.

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CLUB

Think like a designer

CARE

Care about the needs of people

I promise to care ☐

CREATE

Talk less, make more, share ideas

I promise to create ☐

INVESTIGATE

Be curious, ask questions

I promise to investigate ☐

COLLABORATE

Work together, do things as a team

I promise to collaborate ☐

ITERATE

Start somewhere, keep improving ideas

I promise to iterate ☐

ENERGISE

Be optimistic, create a positive energy

I promise to energise ☐

As a designer, it's important that you approach your work with a positive mindset. This will ensure you work in a positive way.

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Choose a person to design for

Ramesh, 81
- Poet
- Cardiff
- Lives alone

Design for Ramesh ☐

Betty, 75
- Retired
- Glasgow
- Husband & 2 cats

Design for Betty ☐

Nico, 50
- Engineer
- Birmingham
- Wife & 3 kids

Design for Nico ☐

Yusra, 36
- Lawyer
- Sheffield
- Husband & 2 kids

Design for Yusra ☐

Mo, 25
- Cafe owner
- Belfast
- Partner & 2 dogs

Design for Mo ☐

Patricia, 18
- Student
- Leeds
- 3 housemates

Design for Patricia ☐

Kamal, 11
- School
- Swansea
- Mum, dad & 2 brothers

Design for Kamal ☐

Lizzie, 9
- School
- Edinburgh
- Mum, sister & cat

Design for Lizzie ☐

Choose someone you want to design for. Use the information here as a starting point. You'll have the chance to develop their profile in the "Empathise" phase.

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Choose a challenge

Use less plastic ☐	Eat less meat ☐
Reuse or recycle things ☐	Stay positive ☐
Feel less lonely ☐	Find the right career ☐
Explore new places ☐	Make new friends ☐

Great design solutions help people to achive something that's important to them. Choose what you want to help your person achieve.

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Frame your design challenge

Our target user is called

Their age is

We want to help them to

This is important because

This creates clarity on who your target user is, and what you are trying to help them achieve through your design solution. Keep referring to it as you go.

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Create a profile of your user

Personality

Outgoing ———————————————— Shy

Generous ———————————————— Selfish

Serious ———————————————— Fun

Anxious ———————————————— Calm

Name

Age   **Gender**

Lives with

Hometown

Likes

Frustrations

A user profile is a way to capture basic details about the person you are designing for, including their personality, and goals relating to your challenge.

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Design your app

The user needs to...	The feature could be...
1. _ _ _ _ _ _ _ _ _ _ _ >	_ _ _ _ _ _ _ _ _ _ _ _
2. _ _ _ _ _ _ _ _ _ _ _ >	_ _ _ _ _ _ _ _ _ _ _ _
3. _ _ _ _ _ _ _ _ _ _ _ >	_ _ _ _ _ _ _ _ _ _ _ _
4. _ _ _ _ _ _ _ _ _ _ _ >	_ _ _ _ _ _ _ _ _ _ _ _
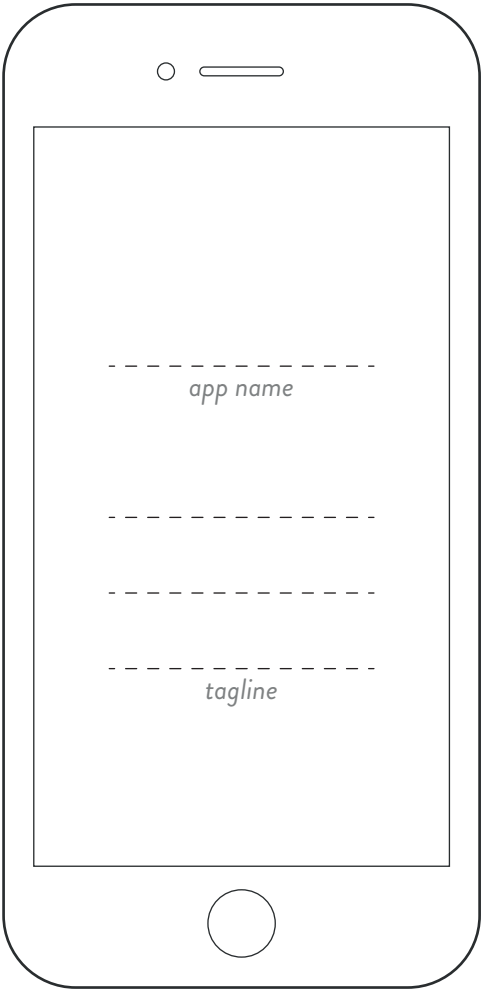
app name

tagline

Think about what your user needs to be able to do, and the information or feature your design needs. Note down an app name and snappy tagline, too.

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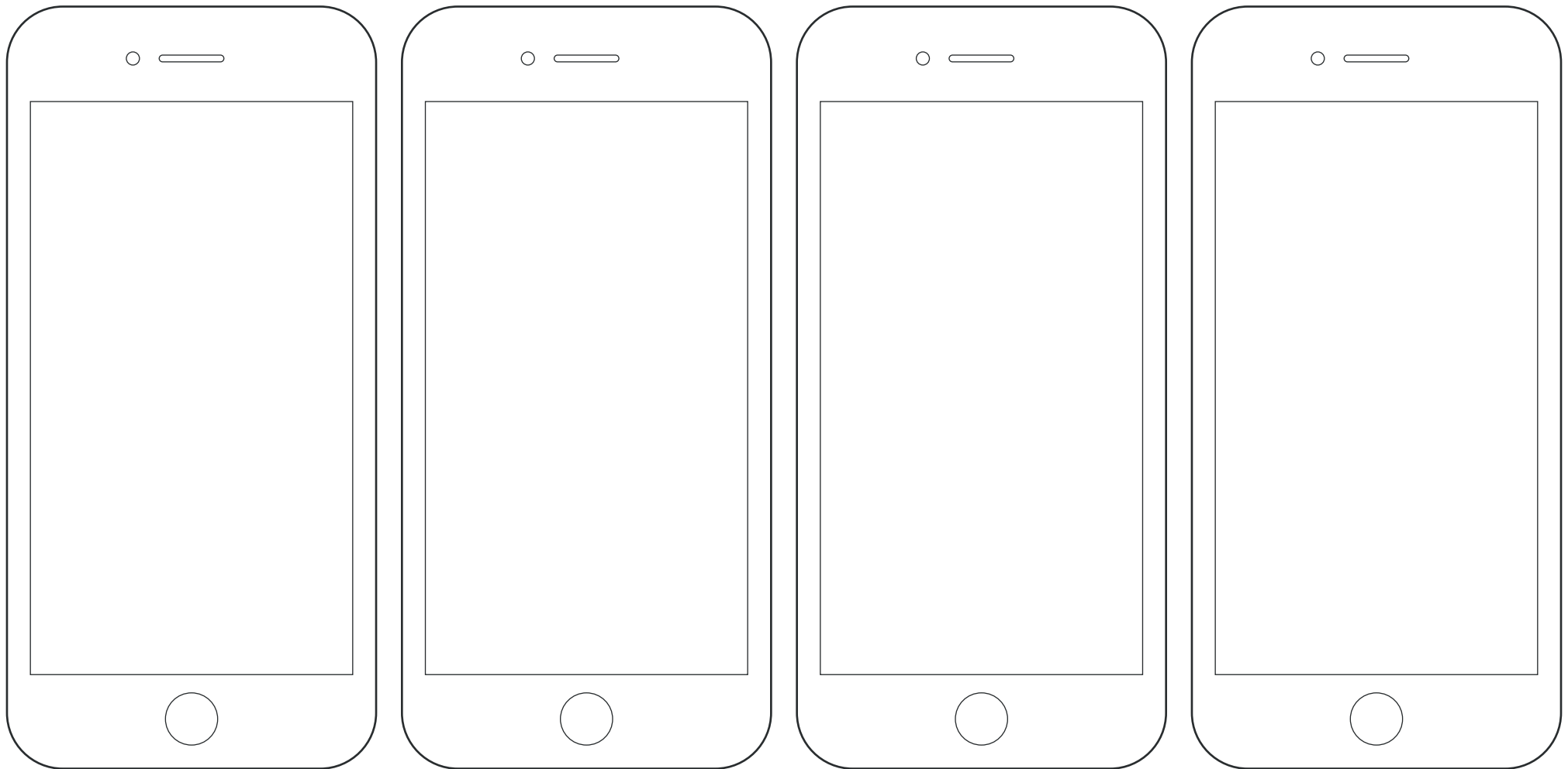
Sketch your app

Thinking about what your app needs to do, sketch out screens that provide the user with the information and features they need. Prototype using Marvel App.

Make your prototype app

Prototype with Marvel App

Marvel

https://marvelapp.com/

Available on the App Store   GET IT ON Google Play   ONLINE

Prototyping notes

- -

- -

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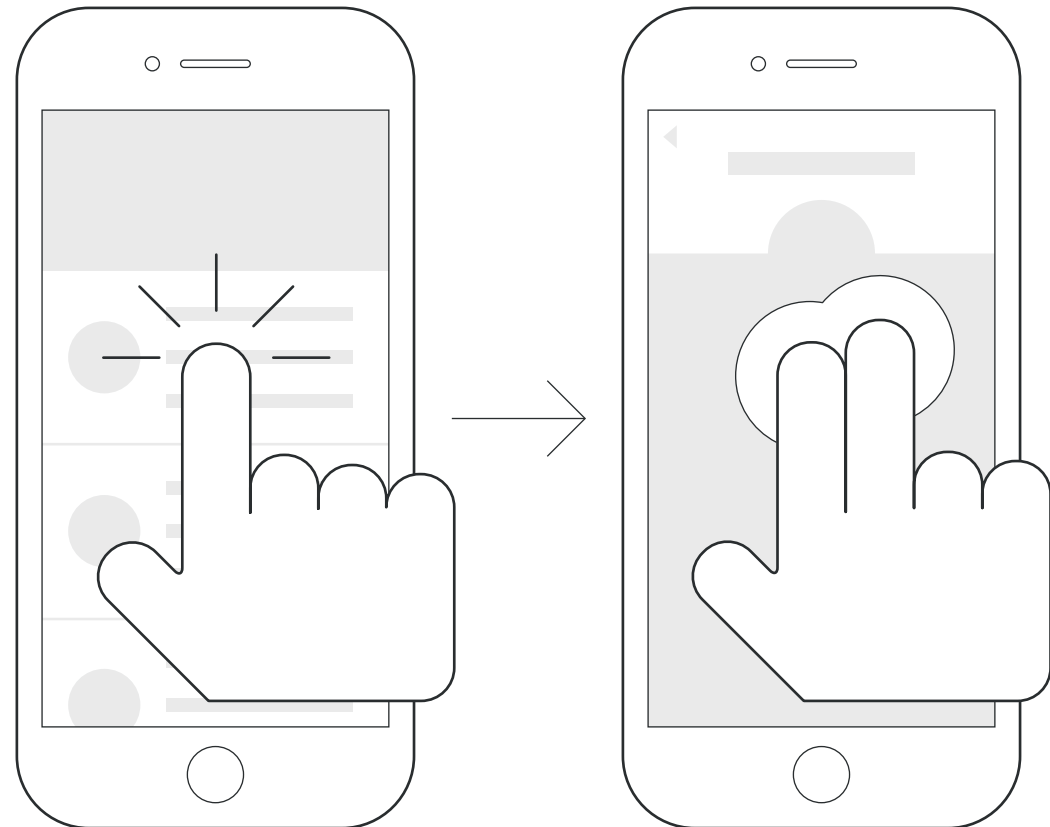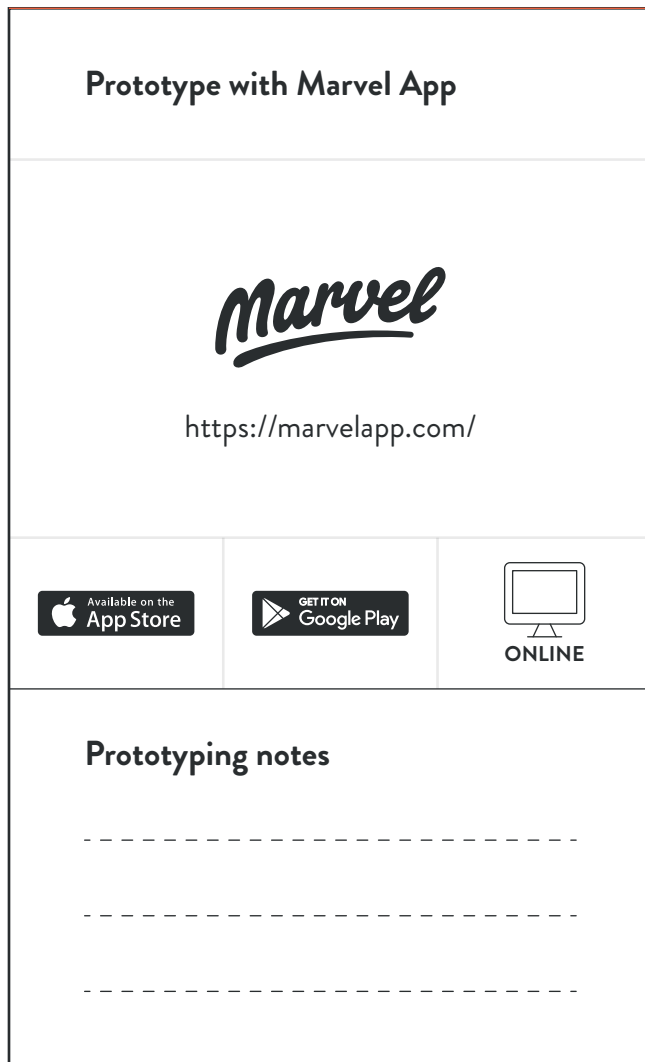
We like to use Marvel to make an interactive prototype. With Marvel, you can use a computer, a tablet, or a mobile to make a prototype. It's easy.

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Run a quick test

Person we're testing with _____	Date _____	Real test ☐	Role play ☐

1. Show the user the start screen, then ask them:

A. What are your first impressions?

B. What do you think this app does?

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2. Let the user play with the app, then ask them:

A. What else would you like this app to do?

B. How would you rate this app?

Not very useful   Very useful

Not very fun   Very fun

Test on a real user or role play with someone. Inform the user this will take 5-10 mins, and thank them for their time. Use the questions above to guide you.

Plan next steps

Next step is

Redefine the challenge ☐

More empathy work ☐

More ideation ☐

Improve the prototype ☐

More testing ☐

Start coding the app ☐

Something else ☐

This is the next step because...

The action plan is...

Based on what you learned from testing, you should be able to plan next steps.
Have a think about what's next, and note down a little action plan.

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